

# The Effectiveness of Implementing the Socialization of Agricultural Quarantine Regulations in Gorontalo Province

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**Abstract.** *This study aims to obtain an overview of the Implementation of the Socialization of Agricultural Quarantine Regulations in Gorontalo Province, the research method uses qualitative type. Data collection techniques were carried out through interviews with a number of informants and observations and recording secondary data related to the research problem. If viewed from the source approach shows that resources have not been effective in supporting the successful implementation of the socialization of agricultural quarantine regulations because there are still some who do not understand the rules at the time of socialization, whereas in the process approach shows the implementation of quarantine regulation socialization in accordance with the Act or regulations has been determined but has not been effective because there are still obstacles encountered in its implementation, namely that there are still many who do not understand the quarantine regulation. The target approach shows that Gorontalo Class II Agricultural Quarantine Center Achievement has not been effective, because it has not achieved the desired target, the results of the implementation of the socialization have not been fully assessed. There are still obstacles in the form of the lack of commitment of quarantine officers or human resources. So that the impact on the lack of application of services.*

**Keywords:** *Effectiveness; Socialization; Agricultural; Quarantine*

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## INTRODUCTION

Currently, Indonesia's biological natural resources with high economic value have long been recognized by various countries in the world, and are of great importance as basic capital in national development. Therefore, these living natural resources must be preserved and protected. The Agricultural Quarantine Center as the first line of defense in protecting and preserving animal biological resources from the threat of quarantine plant pests and diseases which greatly affects the production potential and productivity of agricultural commodities and other biological resources. To prevent the entry of quarantine animal pests and diseases and quarantine plant-disturbing organisms from abroad into the territory of the Republic of Indonesia, Prevent the spread of quarantine animal pests and diseases and quarantine plant-disturbing organisms from one area to another within the Territory of the Republic of Indonesia and prevent their exit Quarantine animal pests and diseases from the territory of the Republic of Indonesia require animal, fish and plant quarantine in a system that is advanced and resilient to conserve living natural resources.

In connection with the above matters, animal, fish and plant quarantine has been stipulated in a Ministerial Regulation Number 12 / Permenan / OT.140 / 3/2015 concerning animal quarantine, and quarantine plant disturbing organisms at the quarantine area supported by law No. 16 of 1992 concerning animal, fish and plant quarantine.

The government currently has Nine Priority Development Agenda commonly referred to as NAWA CITA, the existence of the duties, functions and roles of the Agricultural Quarantine Agency is closely related to the 6th agenda which is carried out with increasing people's productivity and competitiveness in the international market and the 7th agenda. realizing economic independence by moving the strategic sectors of the domestic economy. Thus, the existence of the Agricultural Quarantine Agency (BARANTAN) and automatically the Gorontalo Class II Agricultural Quarantine Center also contribute to supporting and realizing the vision of national leadership to achieve national food self-sufficiency. One of the main functions of the Ministry of Agriculture, which is played by the Agricultural Quarantine Agency, in this case one of the UPTs under it, namely the Class II Gorontalo Agricultural Quarantine Center, is related to the provision of sustainable agricultural resources to ensure food security. The implementation of these functions is carried out through import and export supervision and certification, verification and audit of conformity to technical requirements, as well as zoning and inter-area quarantine certification in the context of realizing international market competitiveness.

Gorontalo has a long sea area, so there are many ports that have been built. This is very likely the entry of various pests and diseases of animals and plants through the activity of traffic in and out of agricultural products both from abroad and between areas. In this regard, the Class II Gorontalo Agricultural Quarantine Center is very important as the frontline in preventing the entry / exit of quarantine animal disease pests (HPHK) and quarantine plant pests (OPTK) into / from the territory of the Republic of Indonesia and their spread from one area to another. another area.

Globalization, within the framework of international trade, encourages increasing traffic flow and gradually decreasing tariff barriers in the trade of agricultural products between countries. This situation encourages each country to tighten the requirements for health insurance, quality and safety of agricultural products as an instrument of trade control between countries. In addition, Operationally, Gorontalo Class II BKP is still facing the lack of commitment of quarantine officers in animal and plant quarantine certification services according to the SOP. Furthermore, on a non-operational basis, Gorontalo Class II BKP is also facing the lack of technical and administrative training for employees.

The beginning of its merger, the Gorontalo Class II Agricultural Center began to improve the improvement of public services in order to meet the needs of organizations for community services by implementing the socialization of quarantine regulations and other regulations in order to protect the quality of public services. The socialization was carried out ceremonially and via electronic in order to facilitate services for the community to be able to access Gorontalo agricultural quarantine services. As a form of convenience in quarantine services in Gorontalo, there is a SICERMAT application or what is called a Fast, Effective, Responsive, Safe and Transparent Information System, email and a Special Website for Class II Gorontalo Agricultural Quarantine Center.

One form of service improvement is the SICERMAT application as an application that can be used to access quarantine services as a form of service effectiveness and efficiency for the public who need quarantine services in Gorontalo province. However, it is inversely proportional to the conditions in the field where the general public does not know what quarantine is, they only know related agencies and certain service users so that there are clashes and field officers such as airports and ports when sending agricultural products.

The form of services provided by the government in addition to the applications previously mentioned, namely socialization. However, the community at large should not be right on target, but those who understand this are limited to related agencies related to agricultural quarantine,

as well as service users who usually send agricultural products. The socialization activities only revolve within that scope, so that their implementation is less effective.

The concept of effectiveness or effectiveness itself is closely related to the study of public administration, because it is related to the organization in terms of achieving goals. Some experts explain the concept of effectiveness which defines it as the achievement of goals. This means that it can be said to be effective if the desired goals or objectives can be achieved in accordance with the original plan and have an effect or impact on what is wanted or expected (Kurniawan, 2005, Tika, P, 2006, Martani & Lubis, 2009).

The level of effectiveness can be measured by comparing the plans or targets that have been determined with the results achieved, then the effort or the results of the work is said to be effective, but if the effort or the results of the work done is not achieved in accordance with what was planned, then it is said not. effective (Martani & Lubis 2009).

Returning to some of the issues raised in this article shows that socialization to people in all Provinces has never been carried out, considering that the budget issued is only limited, this is conveyed directly by the Plant Quarantine Functional Coordinator. Furthermore, the funds provided for the implementation of outreach in all districts and sub-districts are only limited to 100 to 200 participants, so it still needs improvement. On the other hand, operational vehicles that are still lacking in socialization have resulted in ineffective socialization. Although the dissemination of this information has been through the web, it is possible for people who do not own the media to find it rather difficult to get information. Sometimes every individual has to be smarter than the media, because there is no information or news in the media that can be trusted and also that is not. In connection with the introduction and implementation of agricultural quarantine, we should be more comprehensive.

Several previous research results related to the same theme as this research have been carried out by several previous researchers such as Situmorang, Pardamean H, with the title of the effectiveness of the work of the agricultural quarantine center. The research was conducted with the aim of finding out how the effectiveness of the Tanjungpinang Class II Agricultural Quarantine Center and what factors hinder the work effectiveness of the Tanjungpinang Class II Agricultural Quarantine Center.

Another study was conducted by Terunanegara et al, in (2017), with the title analysis of human resource development needs after the implementation of SMP ISO 9001: 2008 at the Mataram Class I Agricultural Quarantine Center. In terms of novelty, this research clearly has differences in terms of focus and locus and also the theoretical approach used. The purpose of the research carried out in this paper is to focus on discussing how the effectiveness of the implementation of agricultural quarantine regulations socialization in Gorontalo Province.

## **METHODS**

This study used a qualitative approach with descriptive research type because the aim was to reveal and describe facts about the effectiveness of the socialization of agricultural quarantine regulations in Gorontalo Province.

The data sources in this study were primary and secondary data. Primary data were obtained from informants / key informants, which in this study were as many as 6 people, among others: Head of Sub-Administration Section; Plant Quarantine Functional Coordinator; Animal Quarantine Functional Coordinator, and several communities or Service Users. Furthermore, secondary data is obtained from searching documents related to research needs such as journal articles, proceeding articles, books, documents of applicable laws and regulations.

The data collection techniques carried out were interviews, observation and documentation in the field. Data analysis was carried out by qualitative descriptive analysis with several stages, namely data reduction, data display and data verification.

## RESULTS AND DISCUSSION

Effectiveness can be measured by comparing the original plan and the actual results. If in the implementation there are errors or inaccuracies that result in targets and objectives not being achieved or not in accordance with the original plan, then it is said to be ineffective.

The process of socialization is carried out by two parties, namely the party conducting the socialization and the party being socialized. The socialization process is carried out by members or the community, whether consciously or not, people who have authority over the individuals being socialized.

Usually people have the authority to do socialization with the aim of achieving discipline on the party being socialized. The social values and norms that are socialized contain a necessity that must be obeyed. The parties who socialize generally use their power and authority through "coercion" or authoritatively so that the socialized party submits or obeys the socialized values and norms.

Efforts to evaluate the running of an organization can be done through the concept of effectiveness. This concept is one of the factors in determining whether it is necessary to make significant changes to the form and management of the organization or not. In this case, effectiveness is the achievement of organizational goals through the efficient use of owned resources, in terms of process input and output. In this case, what is meant by resources includes the availability of personnel, facilities and infrastructure as well as the methods and models used. An activity is said to be efficient if it is carried out correctly and in accordance with procedures, whereas it is said to be effective if the activity is carried out correctly and provides useful results.

To see scientific studies on the Effectiveness of the Implementation of the Socialization of Agricultural Quarantine Regulations in Improving Public Services in Gorontalo Province, a theoretical approach is needed, for this reason the theory used by researchers comes from Indicators of Effectiveness According to Lubis and Huseini (2009), to see the effectiveness of a program, It can be seen through 3 indicators, namely: the source approach, the process and the target approach which are described based on the research results and concluded in the following discussion:

### 1. The Source Approach

This approach measures the effectiveness from the input side of the organization, namely by measuring the success of the program in getting the resources needed to achieve good performance. This approach memandnag that a program will run effectively if the required dimensions are right on target. To support the success of a program, there must be stages and resources that support producing good output.

In accordance with the results of research from interviews that have been conducted, it is explained that human resources have not fully met the specified competency requirements, because there are still some who do not understand the rules at the time of socialization, as well as the availability of facilities and infrastructure at the Class II Gorontalo Agricultural Quarantine Center. insufficient to support the implementation of socialization related to agricultural quarantine regulations.

Meanwhile, according to the findings of researchers while in the field, another factor is the public's understanding of the dangers of animal disease which can affect the socio-economic conditions of the local community. One indicator that can be seen to measure public understanding is the reduction in illegal income and reduced acts of destruction and monitoring of public awareness is needed to measure the extent to which the socialization success can be carried out properly.

In conclusion, both the government and the community must play a more active role in this problem. In this case, the implementation of the socialization will be effective if the provider

understands the rules that are being implemented and the community understands so that they can participate in realizing the government program.

Responding to this means that there is a gap between the hopes and goals of the two parties, namely the government and society. The government must be more active and the community must be able to participate in realizing the goals rather than better development.

## 2. Process Approach

This process approach looks at the program effectiveness of all internal process activities or organizational mechanisms. In this process approach, it looks at the extent to which the implementation of agricultural quarantine socialization runs in accordance with existing regulations and in accordance with what the organization wants. In accordance with the conclusions of the previous interview that the implementation process of the quarantine regulation socialization is in accordance with the laws or regulations that have been set but not optimal because there are still obstacles encountered in its implementation, namely there are still many who do not understand the quarantine regulations.

According to observations of researchers in the field, based on statutory regulations and the Decree of the Minister of Agriculture, the Agricultural Quarantine Agency has the task and function of carrying out animal and plant quarantine as well as controlling biological safety. However, the reality is that the process of revising Law Number 16/1992, observing functions related to biosafety, regarding monitoring and enforcement, and adding sanctions has not yet been completed. Operational technical policies, technical standards and methods still need to be completed to increase the scope of risk control and accountability for the implementation of supervision and services.

Lack of support from some policy holders at the central and regional levels for the implementation of quarantine provisions for agricultural commodities and the emergence of negative news about quarantine both in print and electronic media due to the lack of information on the importance of the quarantine function. And there are still employees who have concurrent duties that are not in accordance with their position and expertise, where the quarantine functional officer doubles as an implementer in other administrative management activities.

To address this, the government must review the agricultural quarantine regulations whether they are running according to the desired target. So that the program or implementation of this socialization is indeed feasible and ideal and effective

## 3. Target Approach

This approach focuses attention on output objects, the effectiveness of a program is assessed from the output in accordance with the objectives to be achieved. Program effectiveness measures the extent to which the organization has succeeded in realizing its goals to be achieved.

The achievements of the Class II Gorontalo Agricultural Quarantine Center have not been optimal, because there is still much to be done in the future. Given that in the previous year there were still things that had not been achieved. Has not achieved the desired target, because the results of the implementation of the socialization cannot be fully assessed.

Meanwhile, according to the observations of researchers in the field of obstacles encountered, namely the lack of commitment of quarantine officers in animal and plant quarantine certification services. A poor work ethic has an impact on the lack of access to information technology-based services and is not accompanied by speed, accuracy and dexterity of quarantine officers in the field. This makes the achievement of the target of an organization reduced and cannot be said to be effective

To address this, agricultural quarantine plays a role in protecting agriculture to achieve the preservation of food security and security as well as biological resources. Related to these efforts, the role of quarantine includes aspects of safeguarding the preservation of biological resources,

preventing the entry / spread of HPH / HPHK, as well as monitoring the preservation and food safety.

The conclusion is that the target approach is not in accordance with the desired objectives, there are still obstacles that need to be reviewed by the authorities. For this reason, the government must improve performance and focus more on one goal in order to develop a regulation that can be submitted as future reference, so that the implementation of agricultural quarantine socialization runs effectively in accordance with the expected goals and objectives.

## **CONCLUSION AND SUGGESTION**

Based on the focus of the problem stated the effectiveness of the implementation of the socialization of agricultural quarantine regulations in improving public services in Gorontalo Province has not been fully effective, this is shown by the effectiveness approach according to Lubis and Huseini by using 3 indicators, namely, the source approach, the process approach and the target approach.

Based on the conclusions obtained, the researcher suggests optimizing the implementation of the socialization of agricultural quarantine regulations by looking at and emphasizing effectiveness indicators. The government should provide special training to human resources on the method of implementing the socialization and be able to review the regulations that have been made so that the desired results are right on target. Furthermore, it is hoped that the community will participate in supporting government programs, and carry out good cooperation between the government so that both of them can build progress and prosperity together.

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